

# Game creator turns author

Claire Sproule is back. Sproule made Midland his second stop two years ago when he was peddling his Trivial Pursuits-inspired game, Let's Get Personal. The game has caught on, and is being marketed as far away as the United States and Australia, he says.

Sproule is back with another brainchild: Norm-Busters. He describes it as a guide "for the guy who wants to do something not normal." The book is written to help the person who has a great idea but no idea of what to do with it.

The former high school science teacher from Collingwood says, "Most good ideas come from people like yourself, not from think tanks."

Norm-Busters challenges its readers. Sproule starts the 167 page black hardcover so: "Got an idea? Think it will work? Got the guts to try it? If you haven't a minute's silence please, in support of the poor, mentally-battered wives who have been the recipients of this deluge of (garbage) since time immemorial."

Sproule says his book has all of the information that he wanted but couldn't find when he had the idea for Let's Get Personal. The book tells how to make a prototype at home, where to get help to make it, and where to get it made cheaply (prisons and colleges are two sources of cheap labour, for example).

Norm-Busters deliberately insults its readers, he says. "Some of the statements in the book could border on libel in certain areas." Among the 10 shareholders in Norm-

Busters are representatives of some of the groups insulted: a doctor, two dentists, school teachers. The book is promoted and marketed by a group, as was the game. "There are no Gretzkys on this team."

Sproule's strategy for the book, as it was for the game, is to promote it town by town, spreading from the country to the cities, using word of mouth and selective publicity.

Norm-Busters will be advertised on CKVR Television. All 10 of the shareholders appear in the ad. Signs promoting the book are left in places where the book is being sold. The shareholders who own Norm-Busters are its publisher. One of the shareholders, a Georgian College graphic arts designer, designed the book. Eighteen thousand dollars has been spent on the book, although, Sproule says, they could have spent less.

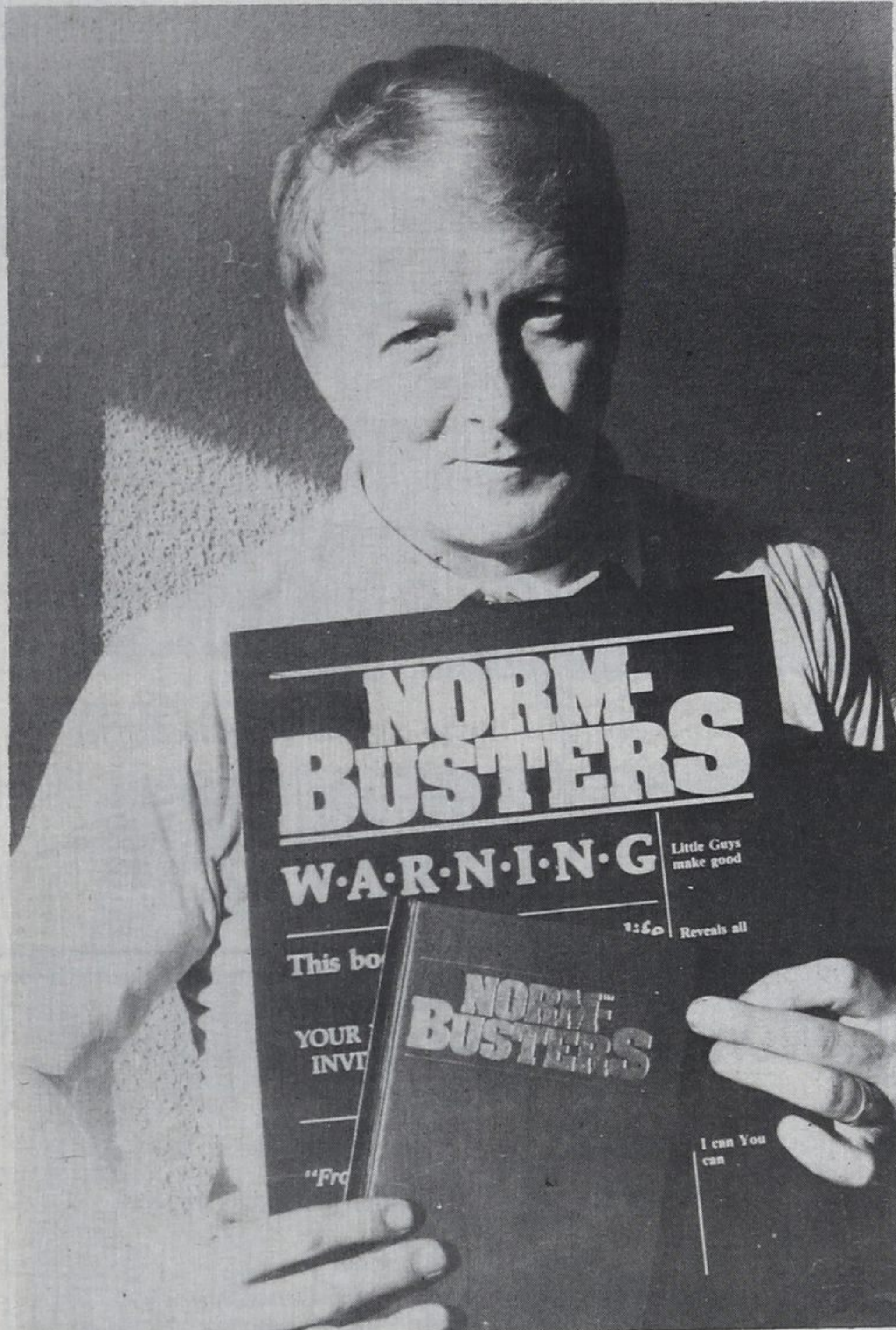
The first printing of 2,000 copies sells for \$19.95.

Norm-Busters tells how to obtain a trademark, how to obtain a copyright, how to patent an idea, how to form a corporation. Advice on how to get free publicity is included.

Sproule, who with his wife owns 60 per cent of both the game and the book, says that straight talk is the book's selling point.

In his author's afterword, Sproule concludes Norm-Busters with: "In closing, I assure you that writing this book has been sheer pleasure and a joy. Taking the liberty to put this accounting together without the use of a single reference text was a dream no other author would attempt. Unorthodox, incorrect, arrogant. It's been my party, and I did it my way." "The Norm Buster Way."

Included in Norm-Busters are some ideas Sproule offers his readers. One idea is, invent a "black box" similar to the recording device in airplanes which store information on the last few seconds of the flight of a crashed airplane. Invent a black box for a car, Sproule suggests.



## Norm-Busters author

Game creator and now how-to book author Claire Sproule is promoting his book Norm-Busters. The high school science teacher two years ago gave up

teaching to go on the road to promote his game, Let's Get Personal. The book is the type of book he looked for but couldn't find when launching the game.

## Pipes band winner

Andrew Maheu of Perkinsfield is the winner of the giant draw held by the Penetanguishene Royal Canadian Legion Branch No. 68, Penetanguishene.

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